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Quality prize for LeSabre; sales double

By Philly Murtha
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Thanks to J.D. Power and Associates and some aggressive promotion, the Buick LeSabre has rocketed out of showrooms in July.

The LeSabre's ranking as the top domestic model in Power's June Initial Quality Survey helped Buick double last year's sales of LeSabre during the first two 10-day periods of July.

Car-truck sales rise 2 percent in mid-July, Page 41

In the 20 days, Buick sold 9,697 LeSabres, compared with 4,541 last year.

The upturn followed the July 1 release of the Power survey, which put LeSabre second to Nissan Maxima in overall quality. Before that, LeSabre sales trailed 1988.

"Customers are coming in with articles in their hands," said Tom Scerbo, owner of Scerbo Buick in Boonton, N.J.

Power-Time-LeSabre spells success.

The LeSabre has been selling so well recently that Buick will keep a second shift to build more front-wheel-drive LeSabres at Buick City in Flint, Mich. The second shift was added in March.

Summer sales have been bolstered by a LeSabre promotional piece that Buick put together for its 2,950 dealers.

On July 11, Buick mailed 300,000 four-page promotional pieces with a simulated red-bordered Time magazine cover featuring two print ads to herald LeSabre's standing in the J.D. Power survey. LeSabre catapulted from last year's 44th spot to the second most-trouble-free car

see LeSABRE, page 41

Chrysler battens hatches with $1 billion cutback

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Chrysler Corp., expecting a permanent change in the U.S. car market, last week announced a 15-month cost cutting program to trim $1 billion in fixed expenses by the end of 1990.

The cuts will not be in areas that affect product plans or customer satisfaction, the company said. Suppliers will be affected.

"We are intending to take a billion dollars out and keep it out and keep it ongoing, then go look for some more," said Bennett E. Bidwell, chairman of Chrysler Motors, following the announcement to 600 top executives.

"We got fat from 1984 to 1987," said Bidwell. "We didn't really go to work until after we bought AMC. And we should have done it earlier at Chrysler on our own," said Bidwell.

Chrysler believes that overcapacity, a soft market of only 14.2 million car and truck sales in 1990 and stiff competition will prolong the need for cost cutting, but General Motors and Ford Motor Co. said they planned no new cuts.

"Chrysler is going through some cost-containment programs that we have already implemented," said a GM spokesman.

Bidwell

In 1987 GM initiated a program to reduce costs by $10 billion by 1990. A year later, that goal was pushed to $12.5 to $13 billion, according to a company spokesman.

GM has reduced its salaried workers by 40,000 worldwide as a result of the effort. Its cost-cutting program already has reached $10 billion of its goal.

David McCammon, Ford vice president for finance and treasurer, said Ford has been preparing for the inevitable downturn through work force reductions and keeping its capacity tight. "We do not expect any major layoffs in salary or hourly" workers, nor any cut in spending programs, he said.

Both Ford and GM said they have no plans to lay off employees, but they said they continually evaluate staffing levels.

The first Chrysler cuts will come when it eliminates 2,300 white collar workers — or about 8 percent of its salaried workforce — in its Chrysler Motors subsidiary and corporate staffs over the next month and a half. The staff cuts could save the company $240 million a year — $100 million in head count reduction and $140 million in reduced in fringe benefits, overtime pay, temporary employees and other personnel costs.

Chrysler hopes about half of the personnel cuts will be achieved through early retirement packages and buyouts of employees 55 years old or older with at least 10 years experience. Special incentives will be offered to those employees over age 62. The remaining employees will be cut. Chrysler Corp. white collar ranks have grown from 20,000 in 1983 to 31,000.

Chrysler's 2,000 top executives are also being asked to voluntarily put into escrow a portion of their salary during the 15-month cost cutting period, which runs from October 1989 to the end of 1990. All participants in the program

see CHRYSLER, page 42

Domestic cars offer more bang for the buck

Japanese quality still wins buyers

By Jesse Snyder
AUTOMOTIVE NEWS STAFF REPORTER

How much car can a family buy for $16,000 to $18,000? Do domestics or Japanese imports offer better values?

As two trends have converged — improved domestic quality and higher import prices — the scales may be tipping to the domestics, according to analysts and some multi-franchise dealers.

"The comparison is done on a model-by-model level, by people who stand there in the showroom and say 'You mean I can get a Buick LeSabre for the same price as this Mazda 626?' " said Bill Cook, a dealer based in Farmington Hills, Mich., who handles Buick, Mazda, Chrysler, Plymouth, Audi, Porsche and Volkswagen.

But as analyst Maryann Keller said, "There's a big element of subjectivity in value."

"If you take an objective measurement of price, content, size and engine displacement, you can calculate that domestics have a price advantage of $1,000 to $1,500," said Keller, of Furman Selz Mager Dietz & Birney, a New York brokerage house.

"But value also includes things like quality. And while the gap is narrower, Japanese cars are still higher quality. That's still a factor," she said.

AUTOMOTIVE NEWS/JOE WILKENS

Family vehicles from the Big 3 and Japan jockey for marketing position in an Automotive News comparison. Page 44.

While several multi-franchise dealers report that buyers may be moving toward domestics, Japanese and transplant-built cars picked up three points of market share in the first half of 1989 com- half of 1988. ord Motor Co. gained in share, from 21.76 percent to 22.56 percent.

Dealer Cook points out that domestic automakers have dramatically improved product quality in recent years. Combined with pricing increases on Japanese imports since 1985, caused by strong appreciation of the yen, domestics have moved from a roughly even position to a clear advantage on price and from a big disadvantage to near-parity on quality, he said.

As an illustration, Automotive News looked at a dozen represen-

see NEW CARS, page 44

Incentives hurt quarterly profit at GM and Ford

By Louise Kertesz
AUTOMOTIVE NEWS STAFF REPORTER

Expensive incentive programs and slow sales reduced second-quarter profits for General Motors and Ford Motor Co.

Ironically, incentives meant higher volume for the captive finance arms, but rising borrowing costs in a competitive market caused Ford Motor Credit Co. and General Motors Acceptance Corp. to lend money at thin margins, and their profits took a big hit.

GMAC second-quarter profits were off $65.3 million while earnings from Ford's financial services group dropped $42.8 million.

GM's non-automotive subsidiaries contributed 42 percent of second-quarter earnings this year and 41 percent a year ago. Ford's accounted for 12 percent in the second quarter and 13 percent in the year-ago period.

Ford's second-quarter profits of

see PROFITS, page 43

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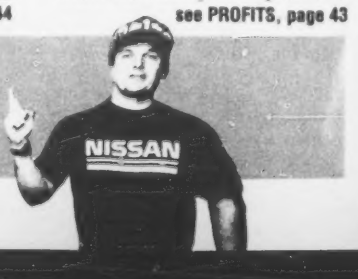
UAW arsenal depleted:
The UAW is taking aim at Toyota's plant in Kentucky. But the union seems out of organizing ammo after losing 2-1 at Nissan's Tennessee plant last week. Page 2.



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HIDDEN IMAGE: HANS G. LEHMANN

Peugeot's new luxury model was styled by Pininfarina.

Peugeot's flagship set for Frankfurt debut, U.S. sale

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

PARIS — Peugeot will show its long-awaited, luxury flagship at September's Frankfurt auto show.

The new Peugeot, which has been variously called the 705 or 605 by sources, is due to be unveiled to dealers Sept. 5.

Sales in France will start in October, and major export markets in Europe will receive the car in the second quarter of 1990.

And despite rumors that the car may not be sold in the United States, Peugeot is looking at a U.S. introduction in late 1990 at the earliest, though perhaps not until the middle of 1991, according to Victor Dial, marketing director for Automobiles Peugeot.

The alleged hesitancy has been pinned to the poor sales of the compact 405 since its American introduction last fall.

Dial

"I'd like to be doing better in the United States," said Dial. "But our intention is to bring it into the United States."

Peugeot sales in the United States dipped to 6,712 last year, down from 9,422 in 1987 and a peak of 20,007 in 1984. Peugeot had hoped to return to 20,000 this year, but six-month sales were only 3,067.

Dial, who oversees the U.S. sales effort, said Peugeot doesn't plan to abandon the American market.

"Basically, it's not so much a problem of the 405 as it is Peugeot in general," he said. "When you're so small, you have no visibility and you're not on anyone's list."

The sales problems of the 405 will not be a factor in the timing of the U.S. debut for the big car.

"It's really not possible to bring it forward," Dial said.

While Dial confirmed that the car will be at Frankfurt, the company has released no technical details and hasn't even confirmed the name of the car.

But the Pininfarina-bodied, front-wheel-drive model reportedly will be launched in four editions, ranging from a a 1.9-liter four-cylinder base model to a flagship with a 24-valve 3-liter powerplant — one of two V-6 offerings.

"It's a small segment and we're shooting for 100,000 cars a year," said Dial. "It's completing our range and hopefully should be a good profit car."

The car will be built at Peugeot's plant in Sochaux in eastern France. Dial said production probably won't reach the 100,000 level until 1991. The 505 last achieved more than 100,000 in 1986, falling to 69,000 in 1987 and 45,000 last year.

In keeping with past practices, the 505 will remain in production in limited volume after the larger car is introduced. Its assembly will be shifted to several smaller Peugeot plants throughout France.

Peugeot S.A. will bring out the new model just after its May introduction of the new Citroen XM, which shares platform components and engines with the new car. But there are notable contrasts, not the least of which is the appearance.

Styling of the Peugeot is markedly different from the Bertone-

see PEUGEOT, page 44

Jeep-Eagle may get awd minivan

Chrysler must predict total segment as it mulls plans this week

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Chrysler Motors is considering an all-wheel-drive version of its next-generation minivan and a car priced under $6,000 for its Jeep-Eagle Division as part of the 1990s product lineup.

Chrysler officials told Automotive News last week the fate of the all-wheel-drive minivan should be decided in 30 to 60 days and the vehicle, if approved, could arrive in Eagle showrooms as soon as 1991. Chrysler officials say 1992 is a more realistic target.

Interior and exterior designs of the Eagle minivan are complete, and Chrysler management will review plans for the vehicle this week, according to Ed Brust, Eagle general product manager.

According to written responses by Chrysler to Jeep-Eagle Dealer Council recommendations at its summer dealer meeting in May, an Eagle minivan will be offered only "if the Chrysler-Plymouth and Dodge dealers do not sell out Chrysler's capacity."

The model would be a seven-passenger, short-wheelbase minivan with standard all-wheel drive. No two-wheel-drive versions of the Eagle van are planned. Eagle would share the awd van with Dodge and Plymouth, though Eagle officials want to develop awd as a niche for the division.

"If there were an Eagle (minivan), it would be great to let us have all-wheel-drive exclusivity for the first six months or the first year or whatever, then let Plymouth and Dodge carry forward with that functional hardware," said Brust.

Austrian 4wd specialist Steyr-Daimler-Puch is expected to provide Chrysler with the technology for the awd minivan. The Austrian firm said it plans to open a Detroit engineering office in 1989.

The Eagle minivan proposal has raised the question of whether another Chrysler Motors minivan would cannibalize business from Plymouth and Dodge, which already sell minivans as fast as the Windsor, Ontario; and St. Louis (No. 2), plants can build them.

"You've either got to increase capacity at Windsor, St. Louis or another source or believe that the market is going to get so intense with competition that maybe there will be some more capacity and you could slide it in," said Brust.

"That's what we're struggling with internally. How do you want to vote? It's not an easy call," he said.

Chrysler faces intense competition in the compact van market that could threaten the company's current 51 percent share of that category. Brust said Chrysler's minivan competition will be Chevrolet Lumina, Oldsmobile Silhouette, Pontiac Trans Sport, Mazda MPV and the minivan that will be built by a joint venture of Ford Motor Co. and Nissan in Avon Lake, Ohio.

If the Eagle minivan is approved, all four Chrysler

see EAGLE, page 42

Chrysler talks vans with Chausson, Steyr

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — Chrysler Motors is eyeing surplus capacity at two specialty manufacturers in France and Austria as it prepares to begin minivan production in Europe.

The U.S. automaker, which resumed sales in Europe last year after a 10-year absence, is talking with Usines Chausson S.A. of France and Steyr-Daimler-Puch of Austria about subcontracting assembly of the Plymouth Voyager at the manufacturers' facilities, according to sources at one of the specialty makers.

Chrysler is expected to choose one or the other by this fall.

In Graz, Austria, Steyr builds the Mercedes Gelaendewagon off-road vehicle, the Pinzgauer luxury off-roader and the four-wheel-drive Volkswagen Transporter Syncro, which is sold in the United States as the Vanagon Syncro.

Production at Graz has been 20,000 to 30,000 units in recent years, though company officials have said 50,000 is attainable with some added investment.

Sources say the Austrian government is prepared to offer Chrysler lavish incentives to put minivan production into Graz. Steyr, which has long been beset by financial troubles, is a subsidiary of Creditanstalt Bankverein, Austria's largest bank and industrial holding company. The Austrian government owns 60 percent of Creditanstalt.

Chausson has excess capacity at its plant in Creil, France, north of Paris, which produces 100 Peugeot 205 subcompacts, 200 Renault Trafic vans and 60 504 pickups per day. Creil could build another 200 vehi-

Chrysler plans European output of Plymouth Voyager.

cles per day — about 40,000 annually.

Chrysler has relationships with both companies. Steyr is known to have participated in engineering a forthcoming 4wd version of the Chrysler minivan. Chausson is co-owned by Peugeot and Renault, which two years ago sold American Motors to Chrysler and will produce the Jeep JJ in Europe with Chrysler.

Chausson is believed to have been one of the alternatives for European production of the Jeep JJ. But the partners are now understood to favor sites in either Vallodolid, Spain, or Setubal, Portugal.

Chausson has had difficulties in recent years as aging Renault and Peugeot models that were moved to Chausson plants have been discontinued.

Earlier this year, Chrysler ruled out addition of a third minivan plant in North America. But Chrysler sources in Europe have said that the company is intent on having a joint European manufacturing base beyond the Jeep JJ plant with Renault.

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Rough Riders blame rebates for falling profits

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

Auto dealers fired a new round of protests at carmakers last week by charging that customer rebates are contributing to a "nationwide decline in dealership profitability."

The Rough Riders — a dealer action committee formed earlier this year by Ron Tonkin, president of the National Automobile Dealers Association — charged that manufacturer rebates to consumers are confounding the retail market and dampening national auto sales.

In a letter mailed last week to NADA's 20,000 dealer-members, the Rough Riders' steering committee spelled out its agenda for the balance of the year. At the top of the list is a call for carmakers to stop offering factory rebates to buyers and, instead, to pass them directly to dealers.

"These rebate programs are doing more harm than good," said Bob Baker, Rough Riders' chairman and San Diego multi-dealer. "The carmakers should leave their incentive and APR (annual-percentage-rate financing) programs in the hands of their dealers. We're the ones with the inventories to worry about."

The letter said direct rebates cloud the credit application process and increase the incidence of loan default.

Rebates and discount financing have become industry fixtures in the late 1980s. This year's programs, in the face of a soft and highly competitive market, have been especially aggressive.

The committee charged that the direct rebate programs have damaged dealers' ability to make finance and insurance sales, chased many non-factory finance sources out of the market, and interfered with dealers' ability to move their used-car inventories.

Recent production costs and extended plant closings stem from declining dealer demand, Baker said. "We're not ordering the cars because we're afraid we can't sell what we already have. And we can't sell them because of these factory rebate programs.

A GM spokeswoman said that last month the company responded to dealer concerns by offering consumer rebates and a dealer incentive program. That program, which is designed to clear out year-end inventory, offers between $300 and $1,000 per vehicle when dealers reach various sales targets.

Baker said GM has been more receptive to some dealer ideas than other manufacturers.

The communique was muted in comparison to earlier Rough Rider calls to arms. Baker said the car manufacturers seem open to addressing the problems.

He noted that the group, along with NADA's industry relations committee that it serves, has already won a commitment from GM to discuss future franchise changes with NADA before implementing them.

He also said the Rough Riders make an effort to consider the factories' side of issues.

Also on the list of Rough Rider concerns mailed to dealers were restrictive rules for selling dealerships and factory pricing policies for miscellaneous business expenses.

In addition, the group took issue with factories for subsidizing fleet sales to rental-car companies. The dealers said the practice is resulting in a glut of used cars and hurts dealers' own used-car sales.

Did Kentucky overpay for Toyota?

State and outsiders have different views of incentive package

By Georgina Fiordalisi
CRAIN NEWS SERVICE

Kentucky won a valuable prize when it wooed Toyota to Bluegrass Country, but it may have paid too high a price.

The state admits to a $125 million incentive package approved by the legislature, but additional expenditures mean Kentucky paid at least $325 million — perhaps the largest U.S. auto-plant deal so far — for its Toyota plant in Georgetown.

The state and the University of Kentucky say the arrangement, negotiated four years ago, has triggered developments that so far have pumped $1.9 billion into the local economy. But one expert sees a downside, too: It will be 20 years before the investment in Toyota is returned in taxes to the state's general fund.

The deal so far has provided 2,800 jobs with the promise of 700 more. But in the fever of the chase, Kentucky leaders did not realize that they might have won a Japanese auto plant with far fewer incentives.

When Kentucky was negotiating with Toyota in 1985, state officials believed they faced stiff competition from Ohio, Tennessee and Indiana. But in reality, competition may have been minimal.

Conventional wisdom dictates that Ohio and Tennessee probably were out of the running from the beginning, because they already had Japanese plants: Ohio had the Honda plant and Tennessee the Nissan plant. At that time, the Japanese were eager to gain political clout among the states and wanted to spread their wealth around, said Douglas P. Woodward, co-author of "The New Competitors," a book about the heyday of foreign investment in the United States.

"The Japanese were going to locate in this part of the world for something other than incentives," said Jerry Hammond, executive secretary-treasurer for the Kentucky State Building & Construction Trades Council, which opposed the Toyota deal from the start. "But we (Kentucky) didn't know when to stop giving incentives."

At the time, Kentucky was eager for new business and was willing to pay for it. Its traditional industries — horse breeding, mining and tobacco farming — were suffering.

Despite its high price, the deal had redeeming features. Of the $325 million incentive package Kentucky offered, $68 million paid for job training and $40 million paid for roads and sewers to serve the new plant.

"That $68 million wasn't spent on Toyota, it was spent on Kentucky," said Cary W. Blankenship, who was deputy secretary of commerce for the state when the deal was negotiated. "We wanted to make sure that our residents had the capability and training. We were giving them life skills."

As for the infrastructure, Blankenship said that is owned by the state. "How do you make the determination that a road is built for the benefit of one corporation?" he asked.

Of the remainder, the state spent about $49 million to buy the 1,500-acre site for the plant and to carry out other capital improvements and at least $167.6 million to pay the interest cost on the debt.

Now that the deal is done, the question remains: Will Kentucky get its money back?

During the next 20 years, Kentucky will collect only $267.5 million in property, sales and income taxes related to Toyota and the people employed there, according to estimates by Larry Ledebur, visiting senior fellow at the University of South Carolina in Columbia, S.C., an expert on economic development who worked for the Urban Institute in Washington and on a White House study of economic development during the Carter administration.

If inflation is considered, the state will break even on the investment at the end of the 20-year period.

But the University of Kentucky disagrees with those calculations, saying the state will have collected $632.6 million in taxes after 20 years. That includes taxes paid by the $3.7 billion worth of related business that the university expects to come to Kentucky by 1990.

In its calculation, the university used an economic multiplier — a factor that accounts for the repeated turnover of money in the form of jobs and sales — that Ledebur says was too large.

The university used a multiplier as high as 11, Ledebur said, and most economists won't go over two. "No economist would use as high a multiplier as they did," he said.

But Kentucky leaders use business expansion, rather than tax revenue, as justification for the cost of the deal.

The Toyota plant now employs 2,800 people, but Toyota has announced a 700-job expansion by the end of 1990.

That brings the Japanese investment in Kentucky — 48 manufacturing plants with a total employment of 11,297 — up to $1.9 billion in value, said the Kentucky Cabinet for Economic Development.

"When Toyota paid attention to Kentucky and chose the site, the other corporations found us," said Martha Layne Collins, the former governor of Kentucky who negotiated the deal.

Midwest auto jobs
How much states paid per job created when they went after new auto plants.
Source: The New Competitors, Basic Books, NY 1988
AUTOMOTIVE NEWS / C. BREVER

GM passive belts fail user-choice test

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — General Motors' automatic three-point shoulder and lap safety belts are the most uncomfortable and inconvenient passive-restraint system, according to an NHTSA study.

Participants in the survey said the belts were uncomfortable and made getting in and out of cars difficult. That may explain why only 77 percent of the drivers queried in an earlier survey use the GM automatic system — the lowest use rate of the three types of automatic belts on the market, NHTSA said.

Two other passive shoulder belt systems also were tested. They are two-point types with the automatic part fixed at one point above the left shoulder and the other down by the right hip on the driver's side. One of those systems is motorized, the other is not. The driver must fasten a lap belt manually on the motorized system while the non-motorized system used on three models tested uses a knee bolster instead of a lap belt.

In the earlier usage study, 97 percent of the survey respondents use the motorized belt, while usage was 80 percent among those with cars equipped with non-motorized systems.

The agency does not mandate what type of belt manufacturers use. But NHTSA studied the belts because driver usage is dependent on comfort and "maybe the manufacturers will do something with this data," said James Hedlund, the agency's director of driver and pedestrian research.

VEHICLES INVOLVED IN NHTSA BELT COMFORT TEST:

Two-point motorized belts:
- Dodge Shadow
- Ford Escort
- Ford Tempo
- Mazda 626
- Mitsubishi Mirage
- Nissan Maxima
- Peugeot 405-S
- Saab 900 Turbo
- Toyota Camry

Two-point non-motorized:
- Hyundai Excel GLS
- Volkswagen Jetta
- Yugo GV

Three-pointed non-motorized:
- Chevrolet Beretta
- Pontiac Bonneville
- Pontiac Grand Am
- Pontiac Grand Prix

In the latest study of comfort and ease of use, 17 models with the three types of belts were used.

NHSTA paid 120 volunteers of varied sizes, male and female, to rate the shoulder and lap belts and knee bolster for convenience, fit, comfort, ease of entry and exit, and tested whether the shoulder belt retractor worked.

"We found the differences between belt systems were more important than the difference between cars," Hedlund said.

The biggest problem cited by 82 percent of the subjects was entering and exiting the GM cars with the three-point belt. Only 15 percent complained about entry and exiting with the two-point motorized belts and 37 percent complained about the two-point non-motorized belts.

The second biggest complaint was seat-belt inconvenience — including obscured vision by the shoulder belts and difficulties buckling and unbuckling the emergency release — by 67 percent of the subjects for the GM belt; 46 percent for the two-point non-motorized belt and 41 percent for the two-point motorized belt.

Generally, most of the complaints — regardless of the belt — were made by women who were short or overweight, or both. A universal complaint regardless of size and age was that the GM belts were hard to get in and out of.

Hedlund said the high percentage of short, overweight women experiencing problems with the belts came as no surprise because seat belts are made to fit "a normal-sized person."

But NHTSA is concerned with the comfort of the devices and test data will be made available to manufacturers, he said. GM said it has not seen the study. Hedlund said GM experts were present at a government and industry meeting earlier this month in Ann Arbor, Mich., where the survey results were presented.

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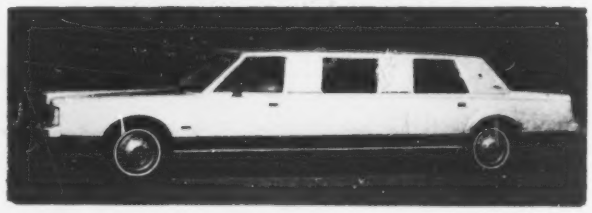

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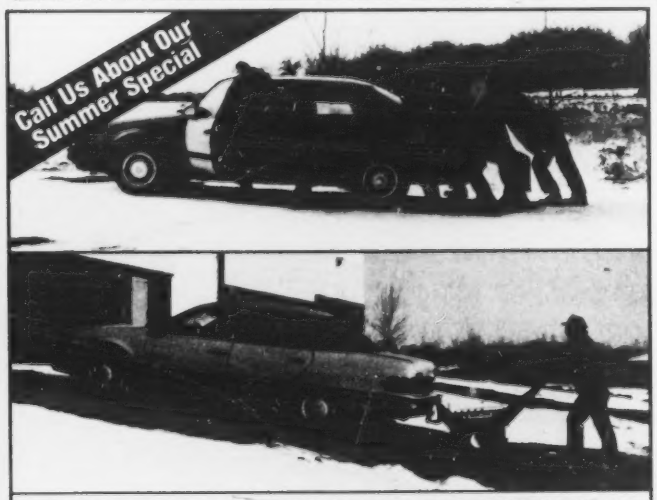

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Almost-Yugo father has new idea

By Jesse Snyder
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — The dealer who had the U.S. rights for Yugo before Malcolm Bricklin plans to assemble small luxury cars from imported Fiat-engineered parts.

Miroslav Kefurt, a North Hollywood Bertone dealer who also is known as a restorer of Honda 600s, hopes to start selling cars under the ItalUSA label by late 1990 or early 1991. He plans to start recruiting dealers late this year.

The first model, tentatively called Uno Turbo, bears a strong resemblance to the Fiat Uno subcompact sold in Europe. With anti-lock brakes, 16-channel stereo, remote car alarm, suede interior, celluar telephone and other luxury touches not available on the Fiat, it would sell for $15,000 to $17,000, Kefurt said.

He plans to keep volume at 5,000 to 10,000 annually, even as up to four models are added.

Kefurt's strategy is that of his MIK Automotive Co., which sells Bertone X 1/9s and remanufactured Honda 600s: unusual cars sold with high margins in markets that value distinctiveness, letting the market set the volume.

The plan is similar to one Kefurt originally had for Yugo. He had an exclusive U.S. import contract for 5,000 units a year from Yugoslavian automaker Zavoda Crvena Zastava, but Bricklin bought him out and used more of a mass-market business plan.

Kefurt is minimizing engineering and development costs by using parts imported from the Yugoslavian automaker, other Eastern European makers that also produce vehicles based on Fiat technology, their suppliers and Western European parts firms that make Fiat replacement parts.

Kefurt's original plan of sourcing chassis and powertrain from Fiat in Italy and having assembly done by veteran Fiat associate coachbuilders Bertone and Moretti collapsed last month when he traveled to Italy to close the deal.

A Fiat spokesman said Fiat has no plans to return to the U.S. market under the Fiat label. Fiat will not supply Kefurt with components or assistance or encourage any of its associates to do so because it does not wish to muddy the U.S. waters for either Ferrari, which Fiat now controls, or Alfa Romeo, which Fiat acquired last year, the spokesman said.

Kefurt intends to import parts for what amounts to a knockdown kit and assemble the cars in California, using his Honda reassembly team as a base.

He said private investors, mostly Japanese and Californian, have stuck with him despite the changes and the delayed startup. He said he has invested $300,000 so far.

Kefurt said one major hurdle is meeting U.S. government safety, emissions and mileage regulations. But he hopes to scale that hurdle by sourcing his first engines directly from Zastava and using emissions and mileage data already derived for Yugo. Crash testing and other government compliance work will be handled by a U.S. firm, he said.

ItalUSA will source locally tires and glass that meet Department of Transportation specifications, he said.

"Essentially what we're doing is using combinations of Fiat parts not sold in Europe," Kefurt said. "These are all off-the-shelf components, but the interior is upgraded and there are some luxury touches to appeal to a more upscale market here."

If the ItalUSA Uno Turbo sells well enough, Kefurt said the next model would probably be loosely based on the Fiat Tipo. Other potential designs include a fiberglass-bodied Lamborghini-style two-seater using a Bertone X 1/9 chassis and a tiny sport-utility aimed at resort operators. It would have a tubular steel frame, a fiberglass body and a Fiat drivetrain.

Kefurt said he hopes eventually to sell 5,000 to 10,000 units a year, but his break-even point is at a much lower volume. He intends to keep first-year production at no more than 10 a day, or about 2,000 a year.

ItalUSA will start recruiting a small number of dealers in metropolitan markets by the end of this year, Kefurt said. He is seeking established dealers who specialize in imported cars, in markets where offbeat, distinctive cars sell well.

Kefurt said he will probably seek a $50,000 dealer fee, which would cover parts, signage and initial advertising contribution.

Driving the new Town Car is homework for Lincoln-Mercury employees.

TESTERS: *L-M workers report on 1990 Town Car*

By Dutch Mandel
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Ford Motor Co. employees are taking work home at night.

Lincoln-Mercury Division is handing over keys of 200 new Town Cars every day to various employees, from secretaries to company vice presidents.

Their job is to drive those Town Cars a minimum of 50 miles and report on likes and dislikes in a one-page survey.

Employee evaluation of cars is new for Ford. In the past, the company has placed such vehicles as Continentals, Thunderbirds and Cougars in rental fleets to raise consumer awareness and to expose quality problems before the cars arrive in showrooms. General Motors and Chrysler Motors use rental fleets for similar purposes.

Ford feels using its employees to test drive the 1990 cars gives it the same evaluative results and provides greater control and increased access to the information.

"This is not to say we are not going back to the rental fleets — because we have had very good responses with them, particularly with the Continental," a Ford spokesman said. "But now we have a couple of different ways of evaluating the cars before sale."

Ford believes raising customer awareness with the new Town Car will be no problem, based primarily on its reception when it debuted at the Chicago auto show last February. L-M plans a traditional Town Car introduction in early October.

The employee testing, which began in May and is scheduled to end in September, will expose the Town Car to nearly two million miles of driving.

A Ford spokesman said positive comments on the Town Car have centered on its driveability, its interior roominess and its large trunk capacity. He declined to elaborate on negative comments.

The new Town Car has not been priced, but it probably will be below the Continental. Prices of the 1989 Town Cars range from $25,562 to $29,709. The Continental range is $28,430 to $30,353.

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Car, truck sales post gains in Canada

By Bill Vance
SPECIAL CORRESPONDENT

TORONTO — Despite continuing gloomy predictions, total car and truck sales in Canada increased 1.85 percent in May. Ford of Canada and General Motors of Canada posted record truck sales.

GM had an all-time record month, selling 21,011 imported and domestic trucks and vans. Ford's truck sales of 15,213 were a record for May, up 0.55 percent from last year's 15,130.

Chrysler Motors' 12,571 domestic and imported truck sales were off 2.59 percent from last year's 12,905. Total imported truck sales were up 31.44 percent over last year; the domestic-import count rose 4.80 percent.

On the domestic passenger-car front, GM suffered the worst, although its monthly sales were down only 4.40 percent. Favorable finance terms probably averted a larger downturn. William Atkinson, vice president of sales, service and marketing, said, "We've had two solid months of sales in April and May and undoubtedly our 9.9 percent financing program contributed to these results."

At Ford, domestic car sales were up 141 units, from 23,083 to 23,224. Chrysler's domestic-car sales were down 543 units, from 16,801 to 16,258.

Overall, domestic car sales dipped 1.20 percent compared with May 1988.

Imported-car sales enjoyed a 4.53 percent increase over a year ago. Toyota was up 44.15 percent. Losers among the major importers included Volkswagen, down 27.66 percent; Hyundai, down 25.17 percent; and Nissan, down 22.90 percent.

CANADIAN CAR AND TRUCK SALES

Domestic cars	May 1989	May 1988	5 mos., 1989	5 mos., 1988
General Motors	37,946	39,692	149,522	157,859
Ford	23,224	23,083	83,708	88,667
Chrysler	16,258	16,801	58,472	67,069
Honda	2,180	1,145	12,005	4,088
Volvo	377	236	1,630	864
Domestic car total	**79,985**	**80,957**	**305,337**	**318,547**
Import cars				
Toyota	9,632	6,682	34,473	27,851
Honda	6,321	6,518	21,488	26,351
General Motors	3,350	3,783	12,999	10,975
Mazda	3,243	3,382	11,692	13,762
Nissan	2,774	3,598	11,390	12,998
Chrysler	2,619	943	10,451	5,111
Volkswagen	2,518	3,481	10,974	15,945
Hyundai	2,485	3,321	11,115	13,860
Ford	1,089	543	4,213	2,560
Suzuki	747	544	2,975	3,132
Subaru	506	837	2,171	2,912
BMW	440	481	1,955	2,137
Mercedes-Benz	406	357	1,670	1,653
Volvo	306	327	1,223	1,551
Jaguar	180	206	748	1,012
Saab	102	132	595	606
Lada	81	99	285	469
Skoda	15	25	101	204
Peugeot	41	0	96	78
Import car total	**36,855**	**35,259**	**140,614**	**143,167**
TOTAL — ALL CARS	**116,840**	**116,216**	**445,951**	**461,714**
Domestic trucks (including vans)				
GM	20,096	18,957	73,773	75,933
Ford	15,213	15,130	63,213	63,971
Chrysler	12,336	12,686	46,580	49,935
Domestic truck total	**47,645**	**46,773**	**183,566**	**189,839**
Import trucks (including vans)				
Mazda	2,062	1,168	7,736	4,722
Toyota	1,465	1,408	6,590	6,619
Nissan	1,254	1,463	5,367	6,084
GM	915	119	3,816	430
Suzuki	724	643	3,000	2,613
Chrysler	235	219	1,215	1,460
Volkswagen	88	114	268	397
Lada	26	16	92	61
Import truck total	**6,769**	**5,150**	**28,084**	**22,386**
TOTAL — ALL TRUCKS	**54,414**	**51,923**	**211,650**	**212,225**
TOTAL — CARS, TRUCKS	**171,254**	**168,139**	**657,601**	**673,939**

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AUCTION DATES

Chrysler Motors

Aug. 1 — American Auto Auction, Walpole, Mass.; Arena Auto Auction, Chicago; Nashville Auto Auction, Nashville, Tenn.; Florida Auto Auction of Orlando, Ocoee, Fla.; Portland Auto Auction, Portland, Ore.; Riverside Auto Auction, Riverside, Calif.; and Greensboro Auto Auction, Greensboro, N.C.

Aug. 2 — A.D.E. of Birmingham, Birmingham, Ala., and Butler Auto Auction, Gibsonia, Pa.

Aug. 3 — Northway Exchange Auto Auction, Clifton Park, N.Y.; Aptco Auto Auction, Taylor, Mich.; Indianapolis Auto Auction, Indianapolis; Omaha Auto Auction, Omaha, Neb.; Southwest Auto Auction, Phoenix, Ariz.; Ark-La-Tex Auto Auction, Shreveport, La.; San Antonio Auto Auction, San Antonio, Texas; and Amarillo Auto Auction, Amarillo, Texas

Aug. 4 — Manheim Auto Auction, Manheim, Pa.

Aug. 8 — Clanton's Auto Auction, Darlington, S.C.; Southern Auto Auction, Warehouse Point, Conn.; Hatfield Auto Auction, Hatfield, Pa.; South Seattle Auto Auction, Kent, Wash.; Golden Gate Auto Auction, Fremont, Calif.; and Dallas Auto Auction, Grand Prairie, Texas

Aug. 9 — Denver Auto Auction, Aurora, Colo.; Columbus Fair Auto Auction, Obetz, Ohio; and Minneapolis Auto Auction, Plymouth, Minn.

Aug. 10 — Big Sky Auto Auction, Billings, Mont.; Fredericksburg Auto Auction, Fredericksburg, Va.; Salt Lake Auto Auction, Salt Lake City; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; and Southern States Vehicle Auction of Atlanta, Newman, Ga.

Aug. 11 — St. Louis Auto Auction, St. Louis, and Tri-State Auto Auction, Cicero, N.Y.

Ford Motor Co.

Aug. 1 — Bay Cities Auto Auction, Hayward, Calif., and South Seattle Auto Auction, Kent, Wash.

Aug. 2 — Concord Auto Auction, Acton, Mass.; Aptco Auto Auction, Taylor, Mich.; Fort Worth Auto Auction, Fort Worth, Texas; and Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Aug. 3 — Greensboro Auto Auction, Greensboro, N.C., and Skyline Auto Exchange, Fairfield, N.J.

Aug. 8 — Greater Chicago Auto Auction, Chicago, and Newburgh Auto Auction, Newburgh, N.Y.

Aug. 9 — Atlanta Auto Auction, Red Oak, Ga.; Baltimore-Washington Auto Exchange, Baltimore; Southern California Auto Auction, Fontana, Calif.; and Greater Tampa Bay Auto Auction, Tampa, Fla.

General Motors

Aug. 1 — Southern Auto Auction, East Windsor, Conn.; Dallas Auto Auction, Grand Prairie, Texas; and Fresno Auto Dealers Auction, Fresno, Calif.

Aug. 2 — Atlanta Auto Auction, Atlanta; Puget Auto Auction, Auburn, Wash.; Baltimore-Washington Auto Exchange, Baltimore; Clanton's Auto Auction, Darlington, S.C.; Mississippi Auto Auction, Hattiesburg, Miss.; and Omaha Auto Auction, Omaha, Neb.

Aug. 3 — Mid Ark Auto Auction, North Little Rock, Ark.; Arena Auto Auction, Chicago; Ohio Auto Auction, Grove City, Ohio; St. Louis Auto Auction, Bridgeton, Mo.; and Utah Auto Auction, West Bountiful, Utah

Aug. 8 — A.D.E. of Birmingham, Moody, Ala.; National Auto Dealers Exchange, Bordentown, N.J.; and Florida Auto Auction of Orlando, Ocoee, Fla.

Aug. 9 — Indianapolis Auto Auction, Indianapolis; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Minneapolis Northstar Auto Auction, Shakopee, Minn.; and Statesville Auto Auction, Statesville, N.C.

Aug. 10 — Amarillo Auto Auction, Amarillo, Texas; Denver Auto Auction, Aurora, Colo.; Aptco Auto Auction, Taylor, Mich.; Butler Auto Auction, Gibsonia, Pa.; and Nashville Auto Auction, Nashville, Tenn.

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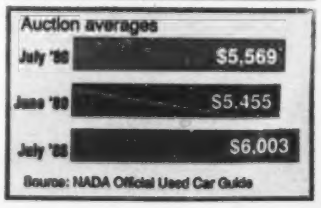
Model-year breakdown

Year	May	June	July
1989	$11,489	$10,765	$10,752
1988	8,442	7,988	7,900
1987	6,279	5,965	6,038
1986	5,414	5,200	5,230
1985	4,397	4,264	4,245
1984	3,580	3,447	3,420
1983	2,707	2,563	2,620
1982	2,114	2,033	2,015
Overall Average	$5,625	$5,455	$5,569

Source: NADA Official Used Car Guide

Used car sales

Auction averages



Source: NADA Official Used Car Guide

LeSABRE

FROM PAGE 1

behind the Nissan Maxima.

Nissan is also hailing J.D. Power's ratings in its advertising, and Honda's Acura Division has heavily advertised its rating atop the J.D. Power customer satisfaction survey. Acura does not report 10-day sales; Nissan reports them only for the U.S.-built Sentra and pickup trucks.

Buick's merchandising pieces, developed by McCann-Erickson and Time Inc., supported national print ads running in newsweeklies like Time, Newsweek and Forbes and national newspapers, according to J.W. "Jay" Qualman, Buick general director of advertising.

Dave Power, president of J.D. Power and Associates, said he doesn't object to use of his surveys "as long as it lives within the spirit of the survey."

"It raises customer expectations, so manufacturers that do use it have to stand by it the following year and the year after that," Power said. "So it puts pressure on the manufacturers that do use those findings to keep working on satisfying the customer."

Each Buick dealer received 50 to 100 of the special pieces heralding the J.D. Power ranking.

"We've received special requests from dealers for several thousand pieces," Qualman said. "Initially, they were for dealers to use in the showroom. Some have been more innovative and are mailing them to prospects."

LeSabre sales have not peaked, according to dealers randomly surveyed by Automotive News last week. In the most recent 10-day sales period, LeSabre deliveries totaled 5,516 compared to 2,716 last year.

"There's no question that the J.D. Power survey has helped," said Regis P. McGuire, president of Polkowitz Motors in Perth Amboy, N.J.

When Buick sent out the promotional piece, sales got even better, dealers said.

"Buick was smart to send out those stacks of Time cover facsimiles to dealerships. Since it came out, we've seen a slight increase in sales," said Jim Fitzpatrick, sales manager at McNamara Buick-Pontiac in Port Jefferson, N.Y.

Paul Supples, sales manager at Dickinson Buick-Dodge in Fayetteville, N.C., said, "Several customers were thinking of an unnamed model, and they decided to check out LeSabre. People are picking up the Time insert along with the brochure."

Incentives and talk of Buick as the top domestically built make have helped sell LeSabres for Jim Corwin Buick-Isuzu in Fargo, N.D.

"Most of our customers are aware of the J.D. Power rating. If not, we've instructed our sales people to mention it when they are demonstrating a car," said Ken Cox, new-car sales manager.

In calendar 1989, LeSabre sales have improved each month since January. But total deliveries remain 8.49 percent behind 1988 sales.

Most Buick dealers said LeSabre sales accounted for 20 percent to 35 percent of their recent Buick sales, which is somewhat higher than before the survey came out.

Stocks are still fairly fat, some dealers say.

"Do we have enough inventory? That's the understatement of the year. Recent changes haven't helped that much," one dealer noted. Another said that the J.D. Power survey results helped sales, but his store still had 55 LeSabres in stock — more than he wanted.

INCENTIVE WATCH

	Customer Incentives: Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date	Dealer Incentives: Type	Expiration Date
Chrysler Motors								
Chrysler	$500 - $2,000	0.0*	5.9	6.9	10.9	Sept. 15		
Dodge Cars	$300 - $1,500	0.0*	5.9	6.9	10.9	Sept. 15		
Dodge Trucks	$500 - $2,000	0.0*	5.9	6.9	10.9	Sept. 15		
Eagle	$1,000 - $2,000	0.0*	5.9	6.9	10.9	Sept. 15		
Jeep	$500 - $1,000	0.0*	5.9	6.9	10.9	Sept. 15		
Plymouth	$300 - $1,500	2.9	5.9	6.9	10.9	Sept. 15		
*2.9 percent on some models								
Ford Motor Co.								
Ford Cars	$400 - $1,000	2.9	5.9	6.9	10.9	July 31*		
Ford Trucks	$300 - $750	2.9	5.9	6.9	10.9	July 31*		
Mercury	$750 - $1,500	2.9	5.9	6.9	10.9	July 31*		
Merkur	$2,000 - $4,000	2.9	5.9	6.9	10.9	July 31		
Lincoln	$1,000 - $1,500	2.9	5.9	6.9	10.9	July 31		
*No expiration for Ford Crown Victoria, Ford Bronco and Mercury Grand Marquis								
General Motors								
Buick	$500 - $1,500	2.9	5.9	6.9	10.9	July 10	All GM divisions: Zero to $1,000 per sale based on performance against quota. $150 per sale if dealer elects not to participate in quota program.	Sept. 27
Cadillac	$1,500							
Chevrolet Cars	$400 - $1,000	2.9	5.9	6.9	10.9	Sept. 27*		
Chevrolet Trucks	$400 - $750	2.9	5.9	6.9	10.9	Sept. 27*		
GMC	$500 - $750	2.9	5.9	6.9	10.9	None		
Oldsmobile	$1,000 - $1,500	2.9	5.9	6.9	10.9	None		
Pontiac	$700 - $1,250	2.9	5.9	6.9	10.9	None		
Cadillac does not have a finance-rate incentive *Chevrolet's rebate program has no expiration date								
Alfa Romeo							$1,000 - $6,000	Aug. 31
Audi							$3,000 on 100 and 200 fwd for meeting quota	July 31
BMW 735i			8.5	9.0	9.5	Aug. 31		
735iL, 750iL			8.5	9.0	9.5	Aug. 31		
Daihatsu							$300 if meet sales quota	Sept. 5
Honda							Up to $500	Aug. 31
Hyundai	$300 - $1,000					Sept. 5	$300 - $800, some based on quota	
Isuzu Impulse							$2,000	
Other Cars, Trucks							$300 - $1,000, based on quota	
Mazda Cars	$200 - $750					Aug. 2	Up to $1,000, some based on quota	
Trucks	$750					Aug. 2		
Mitsubishi Cars							$250 - $1,750	July 31
Trucks							$500 - $1,500	July 31
Nissan Cars							$100 - $1,500, based on quota	Sept. 5
Trucks							$100 - $2,000, based on quota	Sept. 5
Peugeot							$1,000 - $2,000	Sept. 16
Porsche							$3,000 - $6,000 on 40 percent of cars sold	Sept. 30
Sterling		4.9	5.9	5.9	6.9	Aug. 31	$1,500 - $2,750	Aug. 31
Subaru	$1,000 - $3,000*					Aug. 31	$1,000 - $3,000*	Sept. 5
*Rebates go to the customer in some regions and to the dealer in other regions								
Suzuki							$1,000	Aug. 2
Toyota Cars							$100 - $2,000, some based on quota	Sept. 5
Trucks							$200 - $2,500, some based on quota	Sept. 5
Volkswagen	$200 - $2,000	4.9	6.9	7.9	9.9	Sept. 4		

Transplants, trucks boost vehicle sales in mid-July

By Philly Murtha
AUTOMOTIVE NEWS STAFF REPORTER

The strength of transplant car sales and improved light-truck deliveries propelled mid-July's combined sales of U.S.-built cars and light trucks to a year-to-year gain of 2.33 percent.

General Motors and Ford Motor Co. reported slim increases in combined car and light-truck sales for the 10-day period. Cars were down, but trucks brought an overall gain.

Strong sales of U.S.-built trucks only partially offset car-sales losses for Chrysler Motors and Nissan in the July 11-20 period.

Conversely, sales of U.S.-built Toyota Corollas and Camrys more than tripled; Honda car sales doubled and Mazda car sales nearly doubled.

"It's kind of a cliche, but 10-day sales jump around a lot. The underlying trend in sales is down. We're definitely entering some cyclical weakness," said Michael Luckey of Luckey Consulting Group in Cresskill, N.J.

He attributed the slight improvement in overall 10-day sales to general incentive awareness.

In the July 11-20 period, deliveries of U.S.-built vehicles inched up 2.33 percent to 358,988 from 350,804 last year.

There were nine selling days in the period both years.

The eight U.S. carmakers sold 221,231 cars, up 1.51 percent from 217,941 in mid-July last year. Only Toyota, Honda and Mazda reported year-to-year rises.

Light trucks sold at a faster pace in mid-July. All four domestic truckmakers reported sales gains. The light-truck total was 137,757, up 3.68 percent from 132,863 last year.

Chrysler Motors' car sales dipped 18.48 percent while Ford Motor and GM reported much slimmer losses.

Although Ford Motor delivered 2.41 percent fewer cars in the mid-July period, Festiva, Mustang and Probe sales were strong, and Lincoln sales rose 25.21 percent. All were helped by rebates.

GM's decline of 1.39 in car sales was the smallest among the Big 3. Buick and Pontiac were up; Chevrolet, Oldsmobile and Cadillac were down.

Nissan, off 14.07 percent, was the only transplant carmaker to report a year-to-year decline in car sales.

DOMESTIC SALES

CARS	July 11-20, 1989	July 11-20, 1988
Eagle	1,314	1,209
Chrysler	4,428	7,214
Plymouth	7,819	8,745
Dodge	10,858	12,788
Chrysler Motors	24,419	29,956
Ford	46,431	48,758
Mercury	14,759	15,342
Lincoln	6,184	4,939
Ford Motor Co.	67,374	69,039
Buick	17,443	14,539
Cadillac	6,880	8,164
Chevrolet	41,599	45,190
Oldsmobile	19,585	21,851
Pontiac	19,800	17,047
General Motors	105,307	106,791
Honda	13,175	6,344
Mazda	1,334	690
Mitsubishi	992	—
Nissan	2,901	3,376
Toyota	5,729	1,745
U.S. Car Total	221,231	217,941
TRUCKS		
Chrysler	106	0
Dodge	16,520	17,773
Jeep	8,689	6,334
Plymouth	6,199	6,606
Chrysler Motors	31,514	30,713
Ford Motor Co.	47,324	45,426
Chevrolet	43,953	42,060
GMC	11,435	11,374
General Motors	55,388	53,434
Nissan	3,531	3,290
U.S. Truck Total	137,757	132,863
U.S. Car-Truck Total	358,988	350,804

OBITUARIES

John Eckhold

CHARLEVOIX, Mich. — John Eckhold, 71, retired director of automobile safety and research for Ford Motor Co., died July 24. He joined Ford shortly after World War II and retired in 1979.

Reginald J. Nicholas

BIRMINGHAM, Mich. — Reginald J. Nicholas, 88, former comptroller for Pontiac, died July 24. He held several other administrative posts during his 43 years with General Motors.

Thomas J. Carroll

BIRMINGHAM, Mich. — Thomas J. Carroll, 69, retired director of special studies for worldwide product planning at General Motors, died July 23. He worked at GM from 1949 until 1981.

Gordon Reihl

BRANFORD, Conn. — Gordon Reihl, 37, marketing manager for Accel Performance, a marketing unit of Echlin Inc., died June 14.

PRODUCTION

GM idles 2 and retires Framingham

By Kathy Boyer
AUTOMOTIVE NEWS STAFF REPORTER

Last week, General Motors shut two plants due to material shortages and closed one permanently.

The Fairfax, Kan., and Doraville, Ga., plants, which had just resumed output July 17 after model changeover shutdowns, were idled due to a material shortage.

Doraville assembles Oldsmobile Cutlass Supreme, which had a 114-day supply on July 1; Fairfax builds Pontiac Grand Prix, which had a 131-day supply.

One of GM's A-body assembly plants was closed permanently last week. The Framingham, Mass., facility built its final car last Friday, leaving the Oklahoma City plant the sole U.S. plant building the Oldsmobile Cutlass Ciera and Buick Century. Ciera is also assembled at the GM of Canada plant in Oshawa, Ontario.

Domestic auto production is slowly rising to normal weekly levels as plants resume operations after model changeover downtime.

Last week's targeted build of 86,851 was 4.58 percent above the prior week's 83,044 and 19.73 percent more than last year's 72,541.

Last week's estimated car output was shared as follows:

Ford Motor Co., 37.55 percent; GM, 27.92 percent; Honda of America Manufacturing, 8.72 percent; Chrysler Motors, 6.10 percent; Mazda Motor Manufacturing (U.S.A.) Corp., 4.90 percent; New United Motor Manufacturing Inc., 4.61 percent; Toyota Motor Manufacturing U.S.A., 4.15 percent; Nissan Motor Manufacturing Co. U.S.A., 3.72 percent; Diamond-Star Motors, 2.33 percent.

Truck production last week was reduced by two Ford plants idled due to slow sales and model changeover downtime at Chrysler and GM. The industry scheduled 65,335 trucks last week, 11.08 percent below the 73,479 completed the previous week and 9.55 percent below the same week last year when 72,234 trucks were built.

As reported earlier, Ford's Twin Cities, Minn.; and Louisville, Ky., truck plants and its Edison, N.J., car plant are closed because of sluggish sales. All three are expected to resume output Aug. 7.

Canada increase paced by Ford

Canadian car and truck output rose last week as Ford resumed production at two plants.

Auto production was scheduled at 17,673 units last week, 46.05 percent more than the prior week's 12,101 and 84.54 percent more than the year-ago week's 9,577.

Truck output was targeted at 8,760 last week, 60.29 percent more than the previous week's 5,465 and 2.18 percent above the year-ago week's 8,573.

Ford's Oakville, Ontario, truck plant and its St. Thomas, Ontario, car plant resumed operations last week after model changeover.

Navistar's truck plant in Chatham, Ontario, also resumed output last week.

U.S. CAR	Week Ended July 29, 1989	Week Ended July 30, 1988	Week Ended July 22, 1989	July to Date	Jan. 1 to July 29, 1989	Jan. 1 to July 30, 1988
Horizon	1,000	0	1,055	4,127	16,168	53,889
Sundance	0	0	0	1,964	64,561	62,595
Reliant	0	2,039	0	0	0	56,421
Acclaim	400	0	0	2,260	71,152	0
Caravelle	0	0	0	0	0	9,087
Gran Fury	0	0	0	0	0	15,047
Total Plymouth	1,400	2,039	1,055	8,351	151,881	197,039
LeBaron K	0	0	0	0	0	7,912
LeBaron J	1,000	1,127	1,072	2,072	57,345	46,576
LeBaron GTS	0	0	0	0	2,946	5,716
N. Yorker C-Class	200	0	0	200	57,696	63,233
Fifth Avenue	100	0	0	100	100	15,794
Total Chrysler	1,300	1,127	1,072	2,372	118,087	139,231
Omni	1,100	0	1,295	4,453	17,642	52,602
Daytona	1,000	1,143	650	1,650	48,186	45,821
Shadow	0	0	0	1,719	61,412	61,656
Aries	0	1,645	0	0	0	54,725
Dodge 600	0	0	0	0	0	8,549
Dynasty	400	0	0	400	83,678	59,366
Lancer	0	172	0	0	1,528	5,628
Spirit	100	0	0	1,224	60,392	0
Diplomat	0	0	0	0	0	12,368
Total Dodge	2,600	2,788	1,945	9,446	272,838	300,715
CHRYSLER MOTORS	5,300	5,954	4,072	20,169	542,806	636,985
Escort	5,480	9,598	8,093	13,573	182,861	221,049
Mustang	4,262	4,910	4,053	8,215	125,031	118,865
Tempo	2,252	3,931	2,733	4,985	86,223	110,520
Taurus	7,894	7,682	0	7,894	213,160	229,674
Thunderbird	2,578	2,841	2,864	5,442	93,795	90,265
Total Ford Div.	22,466	28,962	17,743	40,209	701,070	770,373
Topaz	1,713	1,625	1,730	3,443	40,675	41,395
Cougar	2,580	2,751	2,884	5,464	79,535	69,694
Sable	2,394	2,348	0	2,394	68,909	78,715
Total Mercury	6,687	6,724	4,614	11,301	189,119	189,804
Continental	1,000	795	1,189	2,189	39,782	24,940
Mark VII	347	395	365	712	13,977	13,607
Lincoln	2,116	1,192	2,348	4,464	74,503	77,425
Total Lincoln	3,463	2,382	3,902	7,365	128,262	115,972
Total L-M Division	10,150	9,106	8,516	18,666	317,381	305,776
FORD MOTOR CO.	32,616	38,068	26,259	58,875	1,018,451	1,076,149
Skyhawk	0	0	0	0	6,913	9,951
Skylark/Somerset	0	0	718	3,625	34,873	28,172
Century	2,720	0	2,789	10,533	75,345	64,323
Riviera	0	0	0	0	11,348	3,642
Electra	0	0	0	0	43,308	51,299
LeSabre (fwd)	0	2,557	0	5,222	90,007	75,142
LeSabre (rwd)	40	129	51	163	4,117	6,135
Reatta	0	197	0	0	3,140	5,488
Total Buick	2,760	2,883	3,558	19,543	269,051	244,152
Cimarron	0	0	0	0	0	3,693
Eldorado	0	0	0	0	19,103	23,410
Seville	0	0	0	0	13,997	14,488
Brougham (rwd)	0	210	0	1,870	21,933	18,281
Deville (fwd)	3,171	0	557	3,728	117,244	97,287
Allante	75	0	78	288	1,921	1,135
Total Cadillac	3,246	210	635	5,886	174,198	158,294
Cavalier	6,616	3,708	6,341	21,016	222,750	211,490
Camaro	0	0	0	0	64,591	54,267
Celebrity	0	409	0	1,727	70,349	106,298
Corsica/Beretta	0	0	0	7,983	229,026	231,977
Caprice	1,490	2,640	1,477	8,686	112,997	121,538
Corvette	560	418	560	2,128	15,973	12,768
Total Chevrolet	8,666	7,175	8,378	41,540	715,686	738,358
Calais	0	0	911	4,524	56,481	65,250
Firenza	0	0	0	0	0	5,230
Cutlass Ciera	2,975	0	3,094	10,698	56,485	13,551
Cutlass Supreme	0	0	1,397	1,397	52,522	90,480
Toronado	0	0	0	0	4,845	10,209
88 (fwd)	0	0	0	1,453	85,904	90,024
88 (rwd)	0	132	188	674	5,065	7,146
Olds 98	1,117	0	188	1,305	43,298	45,125
Total Oldsmobile	4,092	132	5,778	20,051	304,600	327,015
Sunbird	3,512	1,578	2,948	6,460	87,636	63,018
Grand Am	0	0	3,996	12,727	143,815	138,332
Firebird	0	0	0	0	35,352	37,613
Grand Prix	0	0	2,221	2,221	71,786	71,916
Pontiac 6000	1,980	236	1,984	6,697	49,259	42,861
Bonneville	0	0	0	0	51,680	64,003
Safari/Parisienne	0	0	0	0	2,691	4,879
Fiero	0	492	0	0	0	12,097
Total Pontiac	5,492	2,306	11,149	28,105	442,219	434,719
GENERAL MOTORS	24,256	12,706	29,498	115,125	1,905,754	1,902,538
DIAMOND-STAR	2,021	0	1,648	5,218	31,890	0
HONDA	7,570	7,290	7,302	21,905	219,502	211,518
Civic	2,798	2,424	2,510	7,842	75,060	58,767
Accord	4,772	4,866	4,792	14,063	144,442	152,751
MAZDA†	4,260	2,480	4,186	12,245	118,753	60,592
NISSAN	3,228	2,858	2,436	5,664	67,399	59,005
NUMMI	4,000	3,185	4,118	14,868	118,721	91,728
Corolla	1,600	1,143	1,688	6,082	47,892	33,633
Geo Prizm/Nova	2,400	2,042	2,430	8,786	70,829	58,095
TOYOTA	3,600	0	3,525	12,686	71,211	0
VOLKSWAGEN	0	0	0	0	0	35,595
Golf/GTI	0	0	0	0	0	30,042
Jetta	0	0	0	0	0	5,553
Total Cars, U.S.	86,851	72,541	83,044	266,757	4,094,287	4,074,110
Total Cars, Canada	17,673	9,577	12,101	50,997	572,164	652,412
U.S., Canada Cars	104,524	82,118	95,145	317,754	4,666,451	4,726,522
U.S., Canada Cars and Trucks	178,619	162,925	174,089	558,986	7,728,541	7,982,125

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes the MX-6 and Ford Probe

CANADIAN CAR	Week Ended July 29, 1989	Week Ended July 30, 1988	Week Ended July 22, 1989	July to Date	Jan. 1 to July 29, 1989	Jan. 1 to July 30, 1988
Premier	0	0	0	0	22,370	38,984
CHRYSLER MOTORS	0	0	0	0	22,370	38,984
Tempo	0	3,607	0	0	72,675	105,687
Topaz	0	1,272	0	0	30,827	37,676
Crown Victoria	2,400	1,666	0	2,400	71,179	75,205
Grand Marquis	2,400	1,703	0	2,400	76,846	75,670
FORD MOTOR CO.	4,800	8,248	0	4,800	251,527	294,238
Celebrity	486	0	1,098	3,504	15,216	12,971
Cutlass Ciera	2,547	0	2,491	9,301	95,914	155,154
Lumina	7,460	0	5,955	22,673	83,034	0
Pontiac 6000	0	0	0	0	0	29,675
Regal	0	1	230	3,206	43,462	94,638
GENERAL MOTORS	10,493	1	9,774	38,684	237,626	292,438
HONDA	1,750	1,129	1,634	4,965	47,410	22,364
TOYOTA	450	0	513	1,864	8,044	0
VOLVO	180	199	180	684	5,187	4,388
Total Cars, Canada	17,673	9,577	12,101	50,997	572,164	652,412

U.S. TRUCK☆	Week Ended July 29, 1989	Week Ended July 30, 1988	Week Ended July 22, 1989	July to Date	Jan. 1 to July 29, 1989	Jan. 1 to July 30, 1988
Caravan	0	1,594	0	3,300	62,157	53,179
Dakota	1,000	581	182	1,182	56,101	61,653
Caravan C/V	0	150	0	6	4,518	8,589
Ram pickups	1,000	597	185	1,185	56,208	40,119
Total Dodge	2,000	2,922	367	5,673	178,984	163,540
Cherokee	3,750	0	3,503	7,253	129,434	105,621
Comanche	400	0	353	753	17,506	27,001
Grand Wagoneer	200	0	0	200	6,479	8,215
Wagoneer	100	0	70	170	5,157	6,232
Total Jeep	4,450	0	3,926	8,376	158,576	147,069
Voyager	0	1,625	0	3,027	58,725	49,119
Town & Country	0	0	0	284	1,872	0
Total C-P Div.	0	1,625	0	3,311	60,597	49,872
CHRYSLER MOTORS	6,450	4,547	4,293	17,360	398,157	367,745
Aerostar	3,915	3,216	3,917	7,832	135,544	113,889
Bronco	1,153	1,013	1,625	2,778	45,863	34,644
Bronco II	0	2,523	1,684	1,684	71,369	73,473
Econoline	4,144	2,780	3,857	8,001	137,120	136,729
Heavy trucks	1,302	1,694	1,288	2,590	37,582	38,270
Light trucks	8,976	10,379	11,135	20,111	312,971	287,198
Ranger	0	7,735	4,769	4,769	188,470	204,230
Total Ford Div.	19,490	29,340	28,275	47,765	926,919	888,433
FORD MOTOR CO.	19,490	29,340	28,275	47,765	926,919	888,433
Astro	2,985	3,373	3,067	11,385	98,266	103,512
Blazer	543	415	597	2,058	16,894	16,696
Mediums/Heavies	381	287	274	1,151	6,182	10,725
P-Model	0	905	865	1,995	20,749	24,294
Pickups	8,060	6,839	9,130	30,080	237,993	201,028
S-10	4,875	5,461	4,832	18,949	158,975	175,848
S-10 Blazer	3,902	3,219	4,168	15,138	115,918	99,886
Sportsvan/Van	1,951	2,444	2,861	7,571	58,582	54,347
Suburban	1,568	1,302	1,708	5,916	47,232	44,756
Total Chevrolet	24,265	24,245	27,102	94,243	757,072	731,092
Jimmy	156	227	171	588	4,996	4,743
Mediums/Heavies	575	889	676	2,268	9,705	23,387
P-Model	0	130	178	483	2,916	3,245
Pickups	2,540	2,388	1,532	9,964	71,686	62,411
S-15	885	1,530	1,333	4,047	36,776	39,689
S-15 Jimmy	1,092	992	1,121	3,970	32,165	25,913
Safari	775	828	772	2,920	25,494	26,345
Suburban	539	601	582	2,028	18,368	19,595
Vandura/Rally Vans	520	589	139	2,142	15,914	21,250
Total GMC	7,084	8,174	6,504	28,410	212,079	226,578
GENERAL MOTORS	31,347	32,419	33,606	122,653	969,151	957,670
NAVISTAR	1,750	1,835	1,750	3,500	48,626	49,136
NISSAN	2,848	1,343	2,105	4,953	70,251	58,519
AM GENERAL	450	450	450	1,710	13,140	13,410
MISCELLANEOUS	3,000	2,300	3,000	10,700	81,600	68,540
Total Trucks, U.S.	65,335	72,234	73,479	208,641	2,507,844	2,403,453

CANADIAN TRUCK	Week Ended July 29, 1989	Week Ended July 30, 1988	Week Ended July 22, 1989	July to Date	Jan. 1 to July 29, 1989	Jan. 1 to July 30, 1988
Caravan	0	1,344	0	2,020	80,624	79,743
Caravan C/V	0	69	0	145	7,048	7,872
Ram Wagon	0	342	0	428	15,578	13,847
Ram Van	0	1,465	0	857	39,800	36,496
Total Dodge	0	3,220	0	3,450	143,050	137,958
Voyager	0	1,050	0	1,773	71,727	72,595
Total Plymouth	0	1,050	0	1,773	71,727	72,595
Wrangler	0	789	0	1,500	44,644	27,660
Total Jeep	0	789	0	1,500	44,644	27,660
CHRYSLER MOTORS	0	5,059	0	6,723	259,421	238,213
FORD MTR. (lt. trks.)	3,610	3,292	0	3,610	92,904	95,005
Light trucks	3,596	0	4,907	14,678	97,999	91,999
Vans	0	0	0	2,160	36,743	35,105
Total Chevrolet	3,596	0	4,907	16,838	134,742	127,104
Light trucks	1,284	0	288	3,828	41,983	46,856
Vans	0	0	0	1,052	18,057	18,604
Total GMC	1,284	0	288	4,880	60,040	65,460
GENERAL MOTORS	4,880	0	5,195	21,718	194,782	192,564
NAVISTAR	270	222	270	540	7,139	6,368
Total Trks., Canada	8,760	8,573	5,465	32,591	554,246	532,150
U.S., Canada Trks.	74,095	80,807	78,944	241,232	3,062,090	2,935,603

☆—Includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo White, Kenworth, Peterbilt, Freightliner, Marmon-Herrington, etc.
Monthly estimates may contain error of one or two units due to rounding.